MONICA NGUYEN

UX/UI DESIGNER | DIGITAL DESIGNER

Monica is a Digital and UX/UI Designer specializing in user-centered design, accessibility, and front-end development. With experience in wireframing, prototyping, and usability testing, she creates intuitive, functional interfaces and collaborates with developers to improve user experiences through research-driven design

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PROJECT EXPERIENCE

SEPT. 2024 — DEC. 2024

Project Manager | Lead Product Designer | Front-end Developer
Beep

Project Overview

A safety-focused app featuring a real-time crime heat map and AI-powered navigation to enhance user security.

Key Responsibilities

- Designed the style guide, high-fidelity wireframes, and updated usability testing results.
- Refined the user interface and branding, leading to a 20% increase in positive feedback during user testing.
- Produced print marketing materials (business cards, brochures) for outreach.
- Developed app landing and investor pages using JavaScript and CSS, ensuring cohesive branding and accessibility.
- Directed and edited a promotional video in Premiere Pro, delivering compelling storytelling.
- Led team coordination, defining MVPs, tracking project expenses, and managing Agile workflows using Trello.

Achievements

- 3rd Place Winner at the D3/FSWD 2024 Annual Student Design and Technology Showcase.
- Delivered a fully functional safety app with AI-powered navigation.
- Successfully launched branding materials, investor pages, and marketing assets.
- Improved team efficiency through structured task management and Agile workflows.

FEB. 2024 — MAY. 2024

Project Manager | Lead Digital Designer | Front-end Developer
ArtFlow

Project Overview

An AI-powered digital drawing app focused on accessibility, consistency, and learnability.

Key Responsibilities

- Designed branding and high-fidelity wireframes to create an intuitive user experience.
- Developed the application using Next.js and UI frameworks, implementing best coding practices.
- Built the landing page and style guide using HTML, CSS, and JavaScript.
- Integrated Lottie animations to enhance interactivity and engagement.

Achievements

- Launched a functional AI-powered drawing app with accessibility-focused UI.
- Improved app engagement with motion design and interactive elements.
- Developed a scalable front-end structure supporting future updates.

SKILLS

Software

- Adobe Creative Suite
  Illustrator, Photoshop, InDesign, After Effects, Premiere Pro
- Figma

Programming

- HTML / CSS / JavaScript
- React / React Native / Next.js
- Vercel, GitHub, VSCode
- Expo
- WordPress

Website Analytics & Optimization

- Google Analytics
- Google Tag Management

Project Management

- Microsoft Office Suite
- Agile / Jira / Trello

Personal Skills

- Bilingual
  English and Vietnamese
- Customer Service
- Team Collaboration

EDUCATION

SEPT. 2023 — PRESENT

Diploma in Digital Design and Development
British Columbia Institute of Technology

- Comprehensive training in digital design, including UX/UI, front-end development, branding, and interactive media.

SEPT. 2021 — AUG. 2022

Bachelor of International Business
Vietnam National University, Hanoi, International School

- Coursework in Microeconomics, Marketing, and Business Management.

AWARDS

3RD PLACE WINNER | BEEP

D3/FSWD 2024 Annual Student Design and Technology Showcase

- Awarded for creating Beep, a public safety app leveraging AI to improve community safety and empower underrepresented groups.